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HarborCountry®

Chamber of Commerce  
Lodging Association

Connection  
the monthly newsletter

## Blues fest is for mid-July fun

Blues lovers mark your calendars for a special evening of Blues and more with a side of food and a beer and wine tent. The 4th annual Blues Fest is set for Saturday, July 13, 2002 at Watkins Park, Three Oaks, MI. Doors open at 4:30 p.m.

The entertainment begins at 5 p.m. with "Jane" from South Bend, Indiana, a solo acoustic folk and blues artist guaranteed to capture your imagination. Taking the stage at 5:30 p.m. is the ever-popular group, "Junior & The Igniters." This jumping blues, swinging roll-a-billy power trio will keep your toes tapping and blood pulsing. At 6:45 p.m. you can welcome home "Carolyn Koebel's World Jazz." A native of Three Oaks, Koebel brings a touch of jazz to the festival. After Koebel's rhythmic sounds get ready for the swinging blue sounds of "Li'l Frank Band" featuring Tom Moore at 7:45 p.m. Well known throughout Northern Indiana, the new All Star lineup with Li'l Frank won't hold anything back! The stage will continue to sway at 9:15 p.m. with the swinging music from "Swingtime". Hoping that you have reserved some essen-

tial body motion, at 10:30 p.m. get off your seat and on your feet for the "Elwood Splinters Blues Band featuring Ol' Harv".

Three Oaks and Harbor Country invite you and your customers to a great night of fun and music. Your help in supporting this event will continue the tradition year after year. Remember you must beat least 21 years of age to enter the festival and we ask that you do not bring coolers or picnic baskets. We welcome blankets and lawn chairs.

Mark your calendar for July 13. Tickets are \$10.00 per person, and entry is limited to those over 21 years of age. Call 1-800-362-7251 for more information or check out us out at [www.harborcountry.org](http://www.harborcountry.org).

Advance tickets are available at: Alliance Banking Company, Dunes Antique Mall, Featherbone Restaurant, Hannah's Restaurant, Harbor Country Chamber of Commerce, Hardings Three Oaks, New Buffalo Pharmacy, Three Oaks Library, Three Oaks Pharmacy, and Vickers Theatre. (Note: All times in *The Connection* are **HCC** Eastern Time.)



### Flag Day: A good day to be a Prince or a Princess

The 50th Annual Flag Day Celebration, held June 13-16, is now part of Three Oaks' history. It's a complex community event to coordinate, especially when the burden falls on the shoulders of a few courageous volunteers.

Stephanie Daniel, Karen Gear, and Penny Knowlton comprised the entire committee. They, in turn, persuaded about 20 others plus the Three Oaks Lions Club to donate their time for the cause. A big thank you to all who were involved.

And congratulations to the Prince and Princess of Flag Day (at left), selected at a penny a vote—Carter Gilpin and Summer Krohn. Maybe we should add the rule in very fine print: If selected Prince or Princess, you shall serve as chairperson in 20 years. There's a sure-fire way of "recruiting volunteers."



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## There's No Business Like Beach Business

Telling Julius Milden to go jump in the lake is no problem. However, trying to get him out of the water, is. Growing up on the shores of Lake Michigan, Julie, as he's more affectionately known, was forced to give up digging in his heels and toes atop smooth sandy beaches, inhaling refreshing lake breezes and chasing down whitecaps until he was soaked to the bone. Julie now takes his summer walks on hot asphalt and concrete, breathes in mass quantities of unknown urban particulate matter and lives in a neighborhood who's definition of swimming is wading in the backwash of boats docked in a nearby harbor.

Fortunately, a recent weekend escape to Harbor Country turned out to be a midsummer night's dream for Julie, an eight 1/2 yr. old Golden Retriever. Sunny skies, warm temperatures and the promise of endless fun, "splishin and a'splashin" in his favorite Great Lake was just what Julie and his owner's needed to cure the summertime blues.

"The minute he smelled the water, I couldn't stop him," said Jan Milden, trying to pull an imaginary leash when describing what suddenly occurred when they first reached the top of one sand dune. According to Jan and her husband Mark, one of Julie's favorite water games since he was a puppy is having either Jan or Mark toss an old tennis ball as far as they can out into the lake. Julie, instinctively swims out to the ball, clutches it in his jaws but uncharacteristically refuses to bring the ball back until one of his owners swims out to retrieve it instead before throwing it again.

Sounds like fun, right? Well, Julie thinks so. After spending countless hours

tossing, swimming and tossing again, Jan who was exhausted, just laughed and sighed, "Every time Mark would try to lay down on the beach and rest, Julie would swim back in and shake himself over poor Mark to get him back in the water. He always barks like crazy 'till one of us goes in to play with him."

Mark agreed with Jan that Julius had never spent so much time in the water before. Jan added that Julie's legs were shaking incredibly while he was walking back to the car and as soon as he got inside, he was "zonked."

Thanks to the "animal magnetism" of Southwest Michigan's widely heralded beaches, our local economy is flooded with an annual tidal wave of dollars.

Julius, his owners and millions of other beach goers like them, are providing a much needed shot-in-the-arm as this year's tourism industry struggles to keep its head above water. All the more reason why any recent beach closings due to high levels of contaminants have the potential to be financially devastating.

Educating visitors and ourselves about Lake Michigan's natural but fragile beauty is critical to our area's current fiscal well being and essential for guaranteeing its survival for generations to come.

Since their inception in 1971, the Lake Michigan Federation has been lobbying to help restore the sixth largest lake in the world. Last summer alone, Lake Michigan had 601 beach closings, many of which were due to bacteria from sewage overflows. This year, in addition to their annual "Beach Sweeps" cleanup projects, the federation has released a "Prescription for Healthy Beaches" plan. The four-step

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### Harbor Country® Connection

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## If you give them a deal, they will come

There's a growing consensus in the travel industry that tourism has taken a downturn, despite early projections that it would remain strong. We've felt it even in Harbor Country. So blaming the Chamber office for your experience with slow business would not be fair or appropriate. What flies in the face of our slow season start is the conflicting information that inquiries are up and guides are being sent out at a break-neck pace. So what are they looking for? It could be a variety of factors, but what seems to be most pervasive is summed up in one word. *Deals!* The softened economy is creating a psychology of price consciousness— here, there, it all ads up.

When you ask the experts on some of the busiest web sites that offer discounts, deals, or coupons for something other than the actual purchase is what sparks interest the most. There's a flurry of price conscious visitors on travel sites looking for discounts, bargains, or just a shave off the regular price.

We're still early enough in the Summer season to make a

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plan intends to educate people and help them learn some of the real steps they can take to help prevent further closings. Local officials are forced to close beaches when bacteria levels exceed acceptable limits.

Bacteria, viruses and pathogens can cause vomiting, diarrhea, stomachache, nausea, headache and fever. Other forms of bacteria can cause giardiasis, amoebic dysentery, skin rashes and pink eye. Everyone who heavily uses near shore areas for recreation, including kayakers and swimmers, is at risk when untreated water is present, but children may be most susceptible if they put contaminated sand in their mouths.

These are only some of the ways the federation suggests we can ease pollution to local waterways and beaches:

- During storms, delay activities that require a lot of water, such as laundry or washing dishes.
- Keep your septic system in proper working order.
- Don't feed seagulls or any other wildlife you encounter at the beach.
- Properly dispose of your trash in waste receptacles.
- Properly dispose of your pet's waste at the beach.
- Properly dispose of your pet's waste on your lawn and when walking your pet around the neighborhood.
- When you go boating, don't empty your waste into the water.

The complete plan is available by visiting [www.lakemichigan.org](http://www.lakemichigan.org) or by contacting them at 1-616-850-0745. To become more actively involved locally or to find out more information about current beach conditions in our area, contact The Berrien County Health Department-Env. Health Division at 616-756-2008 or visit them at :

<http://www.berriencounty.org/healthdept/envhealth.shtml>.

With our help as concerned citizens, the recreational and the commercial viability of Lake Michigan will continue to attract two-legged and four-legged swimmers alike, whose day at the beach should be, well, a day at the beach.

*E-mail your comments to:* [president@harborcountry.org](mailto:president@harborcountry.org)

quick shift to deal making that can make the difference in the traveler's decision to come to Harbor Country. "Internet Discounts" are very popular among business owners with web sites. Even if it's \$5 or \$10, off, a deal is still a deal, and your inn, restaurant, antique shop, or service center could fill the otherwise empty beds, dining area, or retail space with visitors taking advantage of every dollar they can save on their trip to this side of the lake.

Our stunning lake vistas and beautiful countrysides have always been our calling card for everyone to come and visit. Now we just need to add another carrot in response to the economic times. Tweak your web sites with a new plug, give them a deal, and an economic reason to come. Stimulate your own economy!

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## Servicemark is official!

The service mark for the words "Harbor Country" has been officially registered by the United States Trademark and Patent Office as of July 2, 2002. What this means is that all published references to the words Harbor Country® will bear the ® symbol to show that they are the registered mark of the Harbor Country® Chamber of Commerce, a recognized entity promoting business and tourism in the Southwestern area of Michigan.

The application was first filed on October 31, 2000 and with the help of attorney Christopher R. Putt of May, Oberfell and Lorber of South Bend, Indiana, wound its way over the years through the bureaucratic halls of U.S.T.P.O. to the desk of one who makes the final approval.

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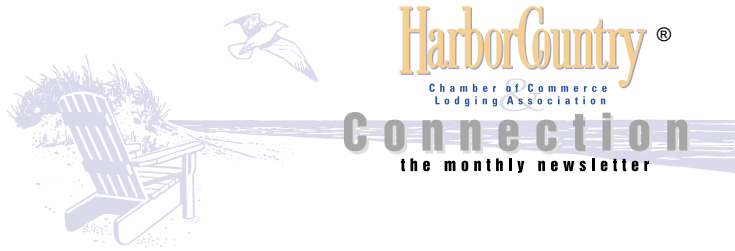
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**Viewing the best of the best**

The Saltzman Farmhouse was just one of eight homes featured on the 2002 SRO Home & Garden Tour. Providing a glimpse of some of the most beautiful homes in the Harbor Country area, this tour raises almost \$100,000. Lakefront SRO (Single Resident Occupancy) currently has nine buildings with a total of 973 units serving 984 people including 19 children. The buildings are located in the Uptown, Lakeview, South Loop and Roseland communities in Chicago. RE/MAX Harbor Country was the tour corporate sponsor this year.

**d o i t**

**JULY 13- Blues Fest.** Watkins Park (behind Harding's Market), Three Oaks. Gates open at 4:30 for an evening of blues and jazz provided by some of the best local and regional talent. \$10 adults. Beer & wine and food available.

**JULY 13 & 14- 2nd Annual Artists @ The Center of the World.** 10 am - 6 pm at the Center of the World Gallery, 13400 Red Arrow Highway, Harbert. Features the work 10 nationally-recognized artists and craftspeople.

**JULY 18-21- St. Joseph Venetian Festival.** Features fireworks and boating activities on the St. Joe riverfront and lakefront.

**JULY 27 & 28- River Valley Antique Gas Engine Show.** Warren Woods Road just east of I-94. Step back in time and watch old time threshing, sawmilling and tractor runs.

**JULY 27- Moonlight Madness.** Shop from 6 p.m. to midnight along Red Arrow Highway.